



WPTV

ORDER

Print Date 11/21/12

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Flight Dates 09/13/12-09/18/12

Contract / Revision 310827 /

Original Date / Revision
09/12/12 09/14/12

Advertiser West / Republican / Congress

Agency Strategic Media Services

Buying Contact

3299 K Street NW - Suite 200
Washington, DC 20007

Product

Allen West for Congress

Agency Com 15%

Billing Contact

3299 K Street NW - Suite 200
Washington, DC 20007

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:20:00

Estimate # Order # 67

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share 46% Market Value 19076

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	54%	10301
WFGC	%	0
WFLX	%	0
WPBF	%	0
WPEC	%	0
WPPB	%	0
WPXP	%	0
WTCE	%	0
WTCN	%	0
WTVX	%	0
WXEL	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
September 2012	18	\$7,458.75	\$8,775.00	0.00
Totals	18	\$7,458.75	\$8,775.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
08/27/12	09/18/12	18	\$7,458.75	\$8,775.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WPTV	09/13/12	09/18/12	M-F 6-7a M-F 6-7a	CM	6-7a	11-11--	:30	4	\$725.00	P-1	0.00	NM	4	\$2,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/13/12	09/19/12	11-11--			4		\$725.00		0.00				
N 2	WPTV	09/13/12	09/18/12	Sa 6-7a Sa 6-7a	CM	6-7a	-----S-	:30	1	\$250.00	P-1	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/13/12	09/19/12	-----S-			1		\$250.00		0.00				
N 3	WPTV	09/13/12	09/18/12	Sa 10-1030a Sa 10-1030a	CM	10-1030a	-----S-	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00



WPTV

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Contract / Revision **310827** Flight Dates **09/13/12-09/18/12**

Hiatus Dates

Original Date / Revision 09/12/12/ 09/14/12

Order Sep 00:20:00

Advertiser **West / Republican / Congre** Product **Allen West for Congress**

Estimate # **Order # 67**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	WPTV	09/13/12	09/18/12	Sa 10-1030a Sa 10-1030a	CM	10-1030a	-----S-	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/13/12	09/19/12	-----S-					1	\$400.00		0.00			
N 4	WPTV	09/13/12	09/18/12	M-F 10-11a M-F 10-11a	CM	10-11a	11-11--	:30	4	\$325.00	P-1	0.00	NM	4	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/13/12	09/19/12	11-11--					4	\$325.00		0.00			
N 5	WPTV	09/13/12	09/18/12	M-F 11-12n M-F 11-12n	CM	11a-12p	---11--	:30	2	\$250.00	P-1	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/13/12	09/19/12	---11--					2	\$250.00		0.00			
N 6	WPTV	09/13/12	09/18/12	M-F 7-730p M-F 7-730p	CM	7-730p	-1-----	:30	1	\$950.00	FX	0.00	NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/13/12	09/19/12	-1-----					1	\$950.00		0.00			
N 7	WPTV	09/13/12	09/18/12	M-F 730-8p M-F 730-8p	CM	730-8p	1---1--	:30	2	\$950.00	FX	0.00	NM	2	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/13/12	09/19/12	1---1--					2	\$950.00		0.00			
N 8	WPTV	09/13/12	09/18/12	Sa 7-8P Sa 7-8P	CM	7-8p	-----S-	:30	1	\$175.00	P-1	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/13/12	09/19/12	-----S-					1	\$175.00		0.00			
N 9	WPTV	09/13/12	09/18/12	M-F 3p-4p 3-4pm Jeff Probst	CM	3-4p	1---1--	:30	2	\$200.00	P-1	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/13/12	09/19/12	1---1--					2	\$200.00		0.00			
Totals														18	\$8,775.00